



Federal Communications Commission  
Washington, D.C. 20554

April 4, 2007

**DA 07-1592**  
**Released: April 4, 2007**

**CERTIFIED MAIL – RETURN RECEIPT REQUESTED**

Mission Broadcasting, Inc.  
KAMC(TV)  
544 Red Rock Drive  
Wadsworth, OH 44281

Re: Mission Broadcasting, Inc.  
KAMC(TV), Lubbock, TX  
Facility ID No. 40820  
File No. BRCT-20060403ACE

Dear Licensee:

This refers to your license renewal application for station KAMC(TV), Lubbock, TX.

In the Children's Television Act of 1990, Pub. L. No. 101-437, 104 Stat. 996-1000, *codified at* 47 U.S.C. Sections 303a, 303b and 394, Congress directed the Commission to adopt rules, *inter alia*, limiting the number of minutes of commercial matter that television stations may air during children's programming, and to consider in its review of television license renewals the extent to which the licensee has complied with such commercial limits. Pursuant to this statutory mandate, the Commission adopted Section 73.670 of its Rules (the Rules), 47 C.F.R. § 73.670, which limits the amount of commercial matter which may be aired during children's programming to 10.5 minutes per hour on weekends and 12 minutes per hour on weekdays.<sup>1</sup> The commercial limitations became effective on January 1, 1992.<sup>2</sup>

On April, 3, 2006, you filed the above-referenced license renewal application for station KAMC(TV). In response to Section IV, Question 5 of that application, you certify that, during the previous license term, station KAMC(TV) failed to comply with the limitations on commercial matter in children's programming specified in Section 73.670 of the Rules. In Exhibit 19, you indicate that station KAMC(TV) exceeded the children's television commercial limits by 15 seconds on October 15, 2005.

It appears from the information before us that the overage in question was an isolated and inadvertent violation of the children's television commercial limits. Such *de minimis* violation of

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<sup>1</sup> *Children's Television Programming*, 6 FCC Rcd 2111, 2118, *recon. granted in part*, 6 FCC Rcd 5093, 5098 (1991).

<sup>2</sup> *Children's Television Programming*, 6 FCC Rcd 5529, 5530 (1991).

Section 73.670 of the Rules does not warrant further consideration in connection with KAMC(TV)'s renewal application.

Accordingly, IT IS ORDERED that, a copy of this Letter shall be sent by First Class and Certified Mail, Return Receipt Requested, to the licensee at the address listed above, and to its counsel, Elizabeth Hammond, Esquire, Drinker Biddle & Reath LLP, 1500 K Street, N.W., Suite 1100, Washington, D.C., 20005.

Sincerely,

Barbara A. Kreisman  
Chief, Video Division  
Media Bureau